

AIR CANADA 

# enRoute



**2011 Media Sales Kit**

**spafax**



## Your Target Audience

Reach influential decision-makers and affluent consumers. Air Canada carries more than 33 million business travellers and affluent consumers annually. Approximately 171 destinations on five continents are served by a fleet of more than 335 aircraft.

Air Canada's business travellers are key decision-makers – managers, owners, professionals and executives. They primarily represent an upscale group of frequent flyers with disposable incomes far above the national average.

Air Canada is Canada's number 1 airline with a 60% share of domestic travel and a 40% share of international and trans-border travel.

Advertise with Air Canada and effectively and creatively reach this key audience through a variety of media options including print, TV, digital, broadcast, product sampling and sponsorship opportunities.

Influence this elusive demographic at every step of their travel experience – from the moment they go online to book their trip, at the airport, onboard, and finally, arriving at their destination.

## Reach Them

### At Home

- aircanada.com
- Air Canada onAir monthly e-zine
- Air Canada webSaver weekly e-newsletter
- enroute.aircanada.com

### At the Airport

- Maple Leaf™ Lounges

### Inflight and Arrival

- enRoute Magazine
- AVOD TV and Movies
- Safety Video
- AVOD System Sponsorship
- Daily Newspaper Tip-ons
- Meal Tray Tent Cards
- Inflight Sampling and Product Distribution



**enRoute** is considered a benchmark among inflight publications, featuring current, newsworthy and useful sections including Travel, Passport and Altitude. The magazine also introduces some one million readers monthly to a host of international writers and illustrators with diverse backgrounds and expertise.

**enRoute** is a monthly publication with an average circulation of over 135,000 copies (BPA Circulation Statement 6-month period ending March 2010). The magazine has a monthly readership of more than 1,030,000 (PMB, Spring 2010).

IN RIO DE JANEIRO, WHERE LIFE IS LIVED OUTDOORS,  
THINGS CAN GET A LITTLE WILD.  
À RIO DE JANEIRO, LE PLEIN AIR EST PARFOIS  
SYNONYME DE VIE SALVAGE.

58 *Reviews*

**to adjust my kite and roll out into Avonella Island.** The birdwatcher's headquarters, big hangars, are built on the edge of the island, but the view is as good as anywhere. I can see the sea on every Sunday, attracting a stream of big walking birds, mostly terns, but many others. I can see the sea on every Sunday, attracting a stream of big walking birds, mostly terns, but many others. I can see the sea on every Sunday, attracting a stream of big walking birds, mostly terns, but many others.



## enRoute Awards

Advertising & Design Club of Canada Awards

Nine nods in 2009, including Magazine Covers, Entire Magazine Issue, Illustration, Fashion Photography, Portrait Photography, Still-Life Photography and Photojournalism

North American Travel Journalists Association Awards

A new record of ten nods in 2009, including Grand Prize for International Destination Travel Writing and First Place for Personality Profile Writing

Magnum Opus Awards (United States)

Gold for Best Overall Design, 2010  
Grand Prize Magazine, 2008 and 2009

National Magazine Awards (Canada)

Gold for Still Photography, 2008  
Silver for Best Single Issue, 2009  
Gold for Service Lifestyle Journalism, 2009  
Gold for Travel Journalism, 2009  
Gold for Art Direction, 2009 and 2010

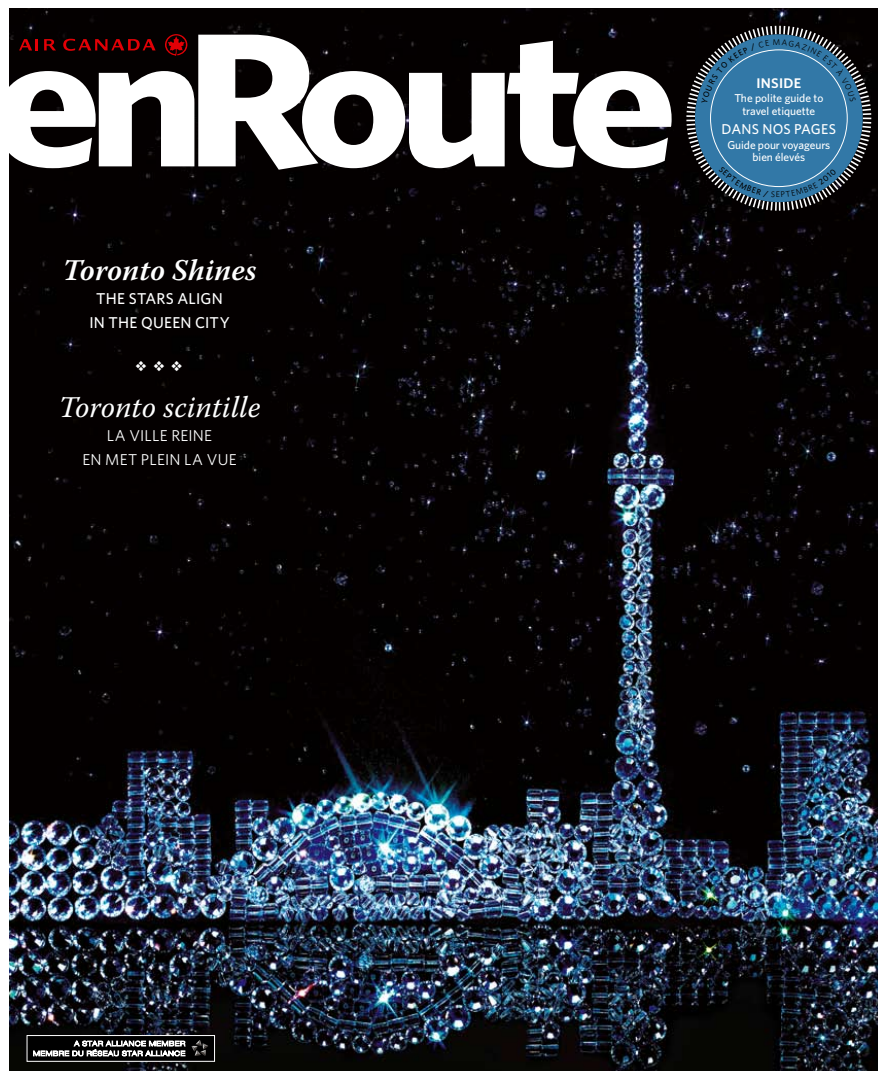
2009 Pearl Awards (Custom Publishing Council, United States)

Best in Custom Award  
Gold for Best Overall Editorial  
Silver for Best Special Issue, Editorial  
Silver for Best Special Issue, Design  
Gold for Best Cover

Magazines du Québec

Grand Prize for Art Direction  
Four Honourable Mentions, 2008

Canadian Society of Magazine Editors  
Magazine of the Year, 2008



## enRoute Magazine

Basic Demographics	enRoute readers	Index
Male	59%	121
Female	41%	80
Average Age	45	-

Education and Employment	enRoute readers	Index
University or Better	75%	170
Managers, Owners, Professionals, Executives	47%	213

Affluence	enRoute readers	Index
Average Household Income	\$106,246	-
HHI \$150,000+	27%	292
Average Personal Income	\$69,293	-
PI \$100,000+	21%	398
\$10,000+ Remodelling of Principal Residence	18%	147
Average Value of Securities and Savings	\$131,915	-
\$250,000+ Value of Securities and Savings	77%	202

Lifestyle	enRoute readers	Index
Spent \$2,501+ on Men's Clothing	3%	333
Spent \$2,501+ on Women's Clothing	3%	266
Spent \$501+ on Footwear	9%	294
Spent \$40,000+ on Most Recent Auto	13%	187

Travel	enRoute readers	Index
Taken Personal Trip Outside of Canada	67%	158
9+ Business Trips Last Year	11%	436
Took a Business Trip by Air Last Year	31%	435
Stayed at a Luxury Hotel while on a Business Trip Last Year	9%	285

Source: PMB, Fall 2010, Adults 18+



**Rates**

<b>Frequency</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
IFC Spread	45,120	43,405	42,590	40,605
IBC	23,030	22,150	21,735	20,725
OBC	25,215	24,260	23,805	22,695
Spread	37,510	36,085	35,410	33,760
Full Page	19,900	19,150	18,785	17,910
Half-page Spread	23,950	23,035	22,605	21,555
Half-page	13,436	12,925	12,680	12,095
Third-page	9,535	9,175	9,005	8,580
Sixth-page	5,960	5,730	5,625	5,365

**Black & White:** 20% discount on four-colour process rate (not available on covers)

**Inserts:** Please contact us for information at 416.350.2425.

**Guaranteed Positioning:** 15% premium

The above rates include a 15% advertising-agency commission.

Rates subject to change.

**Closing Dates**

**enRoute** Magazine is a monthly publication, loaded onto all Air Canada aircraft on the first of the month.

<b>Issue Date</b>	<b>Partial / DPS Closing Date</b>	<b>Full Page Closing Date</b>	<b>Material Deadline</b>
January	October 29, 2010	November 16, 2010	November 22, 2010
February	November 29, 2010	December 14, 2010	December 20, 2010
March	December 22, 2011	January 18, 2011	January 24, 2011
April	January 27, 2011	February 18, 2011	February 22, 2011
May	February 28, 2011	March 21, 2011	March 24, 2011
June	March 29, 2011	April 20, 2011	April 26, 2011
July	April 28, 2011	May 20, 2011	May 23, 2011
August	May 27, 2011	June 17, 2011	June 24, 2011
September	June 29, 2011	July 22, 2011	July 28, 2011
October	July 29, 2011	August 19, 2011	August 23, 2011
November	August 29, 2011	September 19, 2011	September 26, 2011
December	September 28, 2011	October 19, 2011	October 24, 2011

## Editorial line-up 2011

### January

**Travel:** Beach-hopping in the **Bahamas**.

**Plus:** How hotel designers create the ultimate room, crowd-sourced cities and opera's next act.

**Weekend:** Ski chic in Beaver Creek, Colorado.

### February

**Travel:** London's cocktail scene. Fashion: From bags to boots, the best rainproof gear for spring.

**Plus:** Vegas goes boutique, Chinese fashion brands that reinvent the "made in China" label and Jean-Georges Vongerichten's favourite street.

**Weekend:** Saguenay, Quebec.

### March

**Travel:** 48 hours in **Guangzhou** and a mancation in **Chicago**.

**Plus:** We try out hockey camp, and B.C.'s fishing lodges go gourmet.

**Weekend:** Naples, Florida.

### April

**Travel:** Reliving the vintage **Rockies** experience, and a wine tour of the **Yadkin Valley, North Carolina**.

**Plus:** From cod fishing to starchitecture: the remaking of Fogo Island, Newfoundland.

**Weekend:** Spas in Sonoma, California.

### May

**Travel:** New Orleans.

**Plus:** Japan's Relais & Châteaux put a new spin on luxury.

**Weekend:** Cape Breton golf.

### June

**Travel:** A personal tour of **Paris** with the city's best concierges.

**Weekend:** Kennebunkport, Maine.

### July

**The Intellication:** Travel goes geek, from astronomy to birdwatching.

**Weekend:** St. Boniface (Winnipeg), Manitoba.

### August

**Travel:** Copenhagen.

**Weekend:** Venice Beach, California.

### September

The Style + Design issue, featuring our inaugural Hotel Design Awards.

**Weekend:** Chic R&R in Phoenix, Arizona.

### October

**Travel:** Peru's Southern Coast.

### November

**The food issue:** Our 10th-anniversary edition of Canada's Best New Restaurants, new trends in the restaurant world and more.

### December

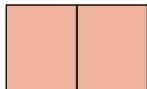
**Travel:** Extreme winter fun in **Yellowknife**.

**Plus:** The coolest ski destinations.

Line-up is subject to change.

## Highlights

- Great North American weekends featured in every issue
- Fashion to appear twice, Spring and September
- Style spreads (accessories, bags, shoes) to appear in Passport in other key fashion months



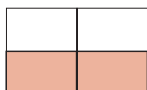
### Double-Page Spread\*

Ad Size: 18 x 10.875  
With Bleed: 18.25 x 11.125  
Type Safety Area: 17.5 x 10.375  
Non-Bleed Ad Size: 17.5 x 10.375



### Full Page

Ad Size: 9 x 10.875  
With Bleed: 9.25 x 11.125  
Type Safety Area: 8.5 x 10.375  
Non-bleed Ad Size: 8.5 x 10.375



### 1/2 Page Spread\*

Ad Size: 18 x 5.375  
With Bleed: 18.25 x 5.625  
Type Safety Area: 17.5 x 4.875  
Non-bleed Ad Size: 17.5 x 4.875



### 1/2 Page Horizontal

Ad Size: 9 x 5.375  
With Bleed: 9.25 x 5.625  
Type Safety Area: 8.5 x 4.875  
Non-bleed Ad Size: 8.5 x 4.875



### 1/2 Page Vertical

Ad Size: 4.375 x 10.875  
With Bleed: 4.625 x 11.125  
Type Safety Area: 3.875 x 10.375  
Non-bleed Ad Size: 3.875 x 10.375



### 1/3 Page Horizontal

Ad Size: 9 x 3.5  
With Bleed: 9.25 x 3.75  
Type Safety Area: 8.5 x 3  
Non-bleed Ad Size: 8.5 x 3



### 1/3 Page Vertical

Ad Size: 3.111 x 10.875  
With Bleed: 3.361 x 11.125  
Type Safety Area: 2.611 x 10.375  
Non-bleed Ad Size: 2.611 x 10.375



### 1/6 Page Horizontal

Ad Size: 9 x 2.25  
With Bleed: 9.25 x 2.5  
Type Safety Area: 8.5 x 1.75  
Non-bleed Ad Size: 8.5 x 1.75

### File Requirements:

PDF/X1 with fonts embedded, all images saved in CMYK.

### Ad File Details:

**Font:** Minimum 6 pt type font, Minimum 8 pt reverse type font.

**Rules:** Do not use any hairline rules.

**Black Rules:** 1/4 point minimum.

**Colour Rules:** 1/2 point minimum.

**Photos:** 300 dpi, CMYK mode. Maximum density should not exceed 300.

**Colours:** CMYK colours only. NO PANTONE COLOURS!

**Crop Marks:** Crop & registration marks and colour bars must be offset by .25".

**Rich Blacks:** Use 100K combined with 40C to provide rich black.

**Trapping:** Do not perform trapping. Printer will perform trapping.

**Proof:** Specifications for Web Offset Publications (SWOP) certified colour proof is required. Proofs should include colour bars with 25%, 50%, 75% and solid areas for each colour. Proofs should be at 100% size of file submitted, and include bleeds and trims.

Spafax Canada will not be responsible for colour or any other deviation from original file without a SWOP colour proof supplied by advertiser.

### Delivery Procedures:

All advertising material is coordinated through our National Sales office and should be delivered to:

Spafax Canada  
1179 King Street West, Suite 101  
Toronto, ON M6K 3C5  
Phone: 416.350.2432  
Attention: Mary Shaw, Production Manager

Files can be delivered electronically to our pre-press FTP site. When an ad file is transmitted electronically, a high-quality colour proof is still required. Proof to be delivered to address above. Please compress all files prior to transmission to minimize potential corruption errors.

Address: 198.235.57.16  
User Name: spafaxads  
Password: rds031  
Folder: En\_Route\_Magazine\_Ads

Upon posting ad file to FTP site, please e-mail the file name and low-res PDF (for placement only) to mshaw@spafax.com.

If you have any problems or questions, please contact:  
Mary Shaw, 416.350.2426, mshaw@spafax.com

**Note:** All measurements are in inches.

\*For advertising spreads, please leave 0.375" type safety on either side of the gutter.



## Executive First Menu

Passengers in Air Canada's Executive First® Class experience the maximum level of comfort, privacy and space in terms of travel. They are an extremely affluent group that is very hard to target. With Air Canada's Executive First Menu, marketers now have the opportunity to stand out with this audience through this highly exclusive ad position.



- Exclusive opportunity to reach Air Canada's Executive First passengers (average fare price: \$10,000!)
- 250,000 copies of the menu distributed per quarter
- Exclusive opportunity for one advertiser only per menu

<b>Cycle</b>	Quarterly
<b>Position</b>	FP4C – Inside Back Cover
<b>Rate</b>	\$19,900 gross

Rate subject to change.

### Specifications

<b>Ad Size:</b>	5.25 x 10
<b>With Bleed:</b>	5.5 x 10.25
<b>Type Safety Area:</b>	4.75 x 9.5
<b>Non-bleed Ad Size:</b>	4.75 x 9.5

**Note:** All measurements are in inches.

Please see Print Advertising Technical Specifications (page 8) for additional requirements and delivery procedures.



## CBC AM/PM Daily News - Bilingual

Featuring the top international news stories, refreshed twice daily by the CBC and RDI, in English and French. Segment sponsorship is available.

**AM & PM News is comprised of the following segments:**

- News
- Business News
- Sports
- Arts & Entertainment
- Current Affairs
- Weather

Sponsored segments are available; sponsors receive a :10sec introductory tag in addition to their commercial spot heading into the sponsored segment.

### Commercial spots\*:

Cycle	Weekly (English)	Weekly (French)
:60 Rate	\$9,500 gross, per week	\$2,500 gross, per week
:30 Rate	\$5,500 gross, per week	\$1,500 gross, per week
:15 Rate	\$4,250 gross, per week	\$1,000 gross, per week

### Sponsorships (includes :10sec billboard)\*:

Cycle	Weekly (English)	Weekly (French)
1st segment - Business	\$3,000 gross, per week	\$1,250 gross, per week
2nd segment - Sports	\$2,500 gross, per week	\$1,000 gross, per week
3rd segment - Arts & Entertainment	\$2,000 gross, per week	\$750 gross, per week
4th segment - Current Affairs	\$1,500 gross, per week	\$500 gross, per week
5th segment - Weather	\$1,500 gross, per week	\$500 gross, per week

- Sponsorships must be accompanied by a commercial spot.
- Billboard production is available upon request (additional fees will apply).
- Exclusivity available based on a 15% premium.

Please contact your Spafax National Account Manager for more details.

### Daily News Technical Specifications

Material is due 1 week in advance

#### Digital delivery specs

16 : 9 Aspect Ratio with 4 : 3 protected  
Resolution: 1280 x 720 (Max) / 720 x 480 (Min)  
30 frames per second

#### Acceptable formats: .mov, .mpeg

For other formats please confirm in advance.

#### Upload files to:

Address: ftp2.spafax.com  
Username: avod  
Password: sf854bc

#### Tape delivery specs

Beta SP Tape with DVD Screener  
16 : 9 Aspect Ratio with 4 : 3 protected  
30 frames per second  
Anamorphic compression

#### Deliver to:

Spafax Canada, 1179 King Street West,  
Suite 101, Toronto, ON M6K 3C5  
Attention: Mary Shaw, Production Manager  
416.350.2426, mshaw@spafax.com

\*Rates subject to change

## enRoute on Demand Television and Movies

Air Canada's seatback AVOD system offers a wide variety of television and movie programming: 100 hours of television content and up to 48 movies every month.

### Television Channels Include\*:

CBC/Radio Canada, Tech Report, HBO, Comedy, Drama, W Network, Health & Wellness, Travel, Science & Nature, Classic TV, Music, Kids, History and Sports

### Movie Channels Include\*:

Hollywood, Family, Silver Screen Classics, Avant-Garde, Canadian, Contemporary, World and Franco Cinema

<b>Cycle</b>	Calendar month
<b>:60 Rate</b>	\$18,000 gross, per bundle
<b>:30 Rate</b>	\$9,500 gross, per bundle
<b>:15 Rate</b>	\$7,000 gross, per bundle
<b>:10 Rate</b>	\$5,700 gross, per bundle

Rates subject to change.

\*Channels subject to change

Bundles are comprised of commercials scheduled in front of approximately 10 television programs and 4 movies. Each bundle represents approximately 8% of the broadcast inventory.

### Material Due Dates

Month	Ad Closing	Material Deadline
January	October 29, 2010	November 8, 2010
February	November 30, 2010	December 7, 2010
March	December 23, 2010	January 6, 2011
April	January 31, 2011	February 7, 2011
May	February 28, 2011	March 7, 2011
June	March 31, 2011	April 6, 2011
July	April 29, 2011	May 6, 2011
August	May 31, 2011	June 7, 2011
September	June 30, 2011	July 6, 2011
October	July 29, 2011	August 8, 2011
November	August 31, 2011	September 7, 2011
December	September 30, 2011	October 5, 2011

### enRoute on Demand Technical Specifications

#### Digital delivery specs

4 : 3 Aspect Ratio  
Resolution: 720 x 486, 720 x 480 or 640 x 480  
30 frames per second

#### Acceptable formats: .mov, .mpeg

For other formats please confirm in advance.

#### Upload files to:

Address: ftp2.spafax.com  
Username: avod  
Password: sf854bc

#### Tape delivery specs

Beta SP Tape with DVD Screener  
4 : 3 Aspect Ratio  
30 frames per second  
Anamorphic compression

#### Deliver to:

Spafax Canada, 1179 King Street West,  
Suite 101, Toronto, ON M6K 3C5  
Attention: Mary Shaw, Production Manager  
416.350.2426, mshaw@spafax.com



## enRoute on Demand Channel Sponsorships

- Television and movie channels available
- Logo appears on channel button, in enRoute, and on [enroute.aircanada.com](http://enroute.aircanada.com)
- :5 tag prior to each program on channel included

<b>Cycle</b>	Quarterly
<b>Rate</b>	\$50,000 gross, per quarter

Rate subject to change.

Please contact your Spafax National Account Manager for more details.

### Channel and System Sponsorship Due Dates

Period (Start)	Ad Closing	Material Deadline
Q1 (January)	October 21, 2010	November 10, 2010
Q2 (April)	January 21, 2011	February 10, 2011
Q3 (July)	April 21, 2011	May 10, 2011
Q4 (October)	July 21, 2011	August 10, 2011

### Channel Sponsorship Technical Specifications

#### Digital delivery specs

4 : 3 Aspect Ratio  
Resolution: 720 x 486, 720 x 480 or 640 x 480  
30 frames per second

**Acceptable formats:** .mov, .mpeg  
For other formats please confirm in advance.

#### Upload files to:

Address: [ftp2.spafax.com](ftp://ftp2.spafax.com)  
Username: avod  
Password: sf854bc

#### Tape delivery specs

Beta SP Tape with DVD Screener  
4 : 3 Aspect Ratio  
30 frames per second  
Anamorphic compression

#### Deliver to:

Spafax Canada, 1179 King Street West,  
Suite 101, Toronto, ON M6K 3C5  
Attention: Mary Shaw, Production Manager  
416.350.2426, [mshaw@spafax.com](mailto:mshaw@spafax.com)



## Safety Video

The Safety Video is broadcast prior to takeoff on all video-equipped planes, airing on over 68,000 flights per quarter. Sponsors receive a 30-second commercial spot immediately following the program, reaching more than 7,800,000 passengers each cycle.

<b>Cycle</b>	Quarterly
<b>:30 Rate</b>	\$150,000 gross, per quarter
<b>Note 1:</b>	Creative cannot be changed or removed once duplicated for the Safety Video cycle due to extremely high production costs.
<b>Note 2:</b>	Due to governmental safety regulations, only instrumental music can be used as part of the creative (i.e., no spoken words).
<b>Note 3:</b>	Audio playback of Safety Video is broadcast throughout the cabin via the personal address system, thus passengers do not require the use of headsets in order to hear the program.
Rate subject to change.	

### Safety Video Due Dates

Period (Start)	Ad Closing	Material Deadline
Q1 (January)	October 19, 2010	October 26, 2010
Q2 (April)	January 19, 2011	January 26, 2011
Q3 (July)	April 19, 2011	April 26, 2011
Q4 (October)	July 19, 2011	July 26, 2011

## enRoute on Demand Television and Movies System Sponsorship

In addition to advertising opportunities with television and movie programming, reach this audience of influential decision-makers and affluent consumers prior to each flight as presenting sponsor of the enRoute on Demand network.

- **A :30 commercial spot plus :10 slate to be forced through the AVOD system to all passengers at the beginning of each Air Canada Flight**
- **No earphones are required to hear the spot – connect with every passenger!**
- **Over 2.5 million passengers per month – exclusive opportunity for one advertiser**

<b>Cycle</b>	Quarterly
<b>:30</b>	Ad
<b>:10</b>	Sponsorship Billboard

Please contact your Spafax National Account Manager for more details.

### Safety Video and System Sponsorship Technical Specifications

#### Digital delivery specs

16 : 9 Aspect Ratio  
Resolution: 1280 x 720 (Max) / 720 x 480 (Min)  
30 frames per second

#### Acceptable formats: .mov, .mpeg

For other formats please confirm in advance.

#### Upload files to:

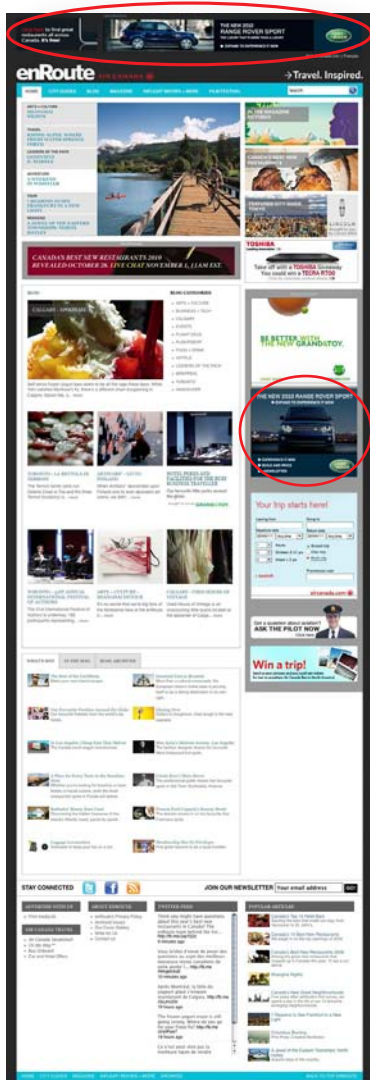
Address: ftp2.spafax.com  
Username: avod  
Password: sf854bc

#### Tape delivery specs

Beta SP Tape with DVD Screener  
16 : 9 Aspect Ratio  
30 frames per second  
Anamorphic compression

#### Deliver to:

Spafax Canada, 1179 King Street West,  
Suite 101, Toronto, ON M6K 3C5  
Attention: Mary Shaw, Production Manager  
416.350.2426, mshaw@spafax.com



## enroute.aircanada.com

A one-stop shop for travellers in the know. With exclusive web content, a searchable database of award-winning enRoute magazine content, travel essentials from retail partners and much more, this site is destined to be the go-to source for all that is required to make the most of every trip, big or small. enroute.aircanada.com can be accessed directly from aircanada.com—one of Canada's biggest retail sites.

The addition of enRoute online to Air Canada's media offerings will give advertisers another opportunity to reach a motivated, upscale and affluent audience.

<b>Leaderboard</b>	\$25/CPM (Gross)
<b>Big Box</b>	\$35/CPM (Gross)
<b>Skyscraper</b>	\$25/CPM (Gross)
<b>Targeting</b>	Add 15% premium
<b>Sponsorship</b>	Available on request

Rate subject to change.

## enroute.aircanada.com Due Dates

<b>Ad Closing</b>	2 weeks prior to start of campaign
<b>Material Due</b>	7 days prior to start of campaign

## enroute.aircanada.com Specifications

	<b>Standard (in page)</b>	<b>Rich Media (in page)</b>	<b>Expandable Ads*</b>
<b>Leaderboard (728x90)</b>	20K max GIF or JPEG	40K max SWF (back-up GIF or JPEG)	Expand down 728x180
<b>Big Box (300x250)</b>	20K max GIF or JPEG	40K max SWF (back-up GIF or JPEG) must also be supplied)	Expand to left 600x250
<b>Skyscraper (160x600)</b>	20K max GIF or JPEG	40K max SWF (back-up GIF or JPEG) must also be supplied)	Expand to left 320x600

\*Expandable only on user interaction. If expanding on roll-over, retract on roll-off. If expanding on click, retract by using 'close x' box.

Please contact your Spafax National Account Manager for information on unique creative executions.

- Animation has a 15 second limit, at an 18 fps frame rate.
- Audio must be user-initiated.
- Please include destination URL with ad material; URL must be active by material submission date and may not be part of the creative.
- 3rd-party tags or clickTAGs are permitted.
- Ads may not employ persistent rapid "blinking" animation effects.
- Alt text is to be supplied with creative.

**Note:** All ad material is subject to Air Canada approval. Air Canada reserves the right to remove any or all advertising at its discretion and will be indemnified from any claims by advertisers.

E-mail creative to: digital@spafax.com (Mary Shaw, Production Manager, 416.350.2426)

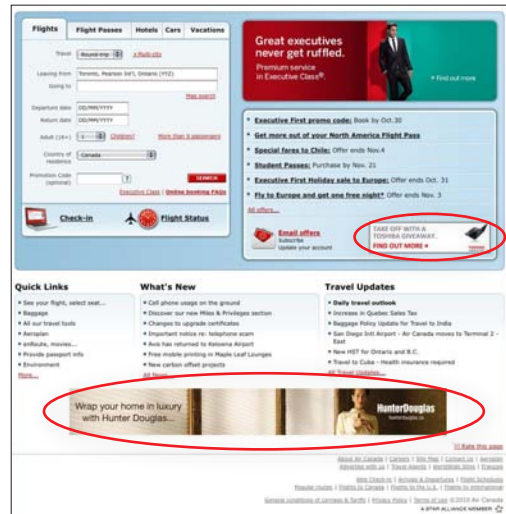


## aircanada.com

Among the leading Canadian travel sites on the Internet, the aircanada.com website provides news, information and specials to the airline's frequent flyers. Aircanada.com is the website for everything Air Canada – and the best place for Aeroplan members to conduct business on-line with the airline. Campaigns can travel in rotation on five high-volume pages with over **ten million** page views per month.

<b>Special Feature</b>	\$80/CPM (Gross)
<b>Leaderboard</b>	\$40/CPM (Gross)
<b>Big Box</b>	\$40/CPM (Gross)
<b>Skyscraper</b>	\$40/CPM (Gross)
<b>Half Banner</b>	\$40/CPM (Gross)
<b>Button</b>	\$20/CPM (Gross)
<b>Targeting</b>	Add 15% premium
<b>Minimum Buy</b>	100,000 impressions

Rate subject to change.



## aircanada.com Due Dates

<b>Ad Closing</b>	2 weeks prior to start of campaign
<b>Material Due</b>	7 days prior to start of campaign

## aircanada.com Specifications

### Special Feature

<b>Headline:</b>	32 characters max
<b>Copy:</b>	36 characters per line including spaces, 5 lines max
<b>Image or logo:</b>	125x125, 10K max, GIF or JPEG, no looping

	Standard	Rich Media
<b>Button</b>	125x125, 15K max, GIF or JPEG	40K max, SWF (back-up GIF or JPEG must also be supplied)
<b>Leaderboard</b>	728x90, 20K max, GIF or JPEG	40K max, SWF (back-up GIF or JPEG must also be supplied)
<b>Big Box</b>	300x250, 20K max GIF or JPEG	40K max SWF (back-up GIF or JPEG must also be supplied)
<b>Half Banner</b>	234x60, 15K max, GIF or JPEG	40K max, SWF (back-up GIF or JPEG must also be supplied)
<b>Skyscraper</b>	160x600, 20K max, GIF or JPEG	40K max, SWF (back-up GIF or JPEG must also be supplied)

- Animation has a 15 second limit, at an 18 fps frame rate.
- Audio must be user-initiated.
- Please include destination URL with ad material; URL must be active by material submission date and may not be part of the creative.
- 3rd-party tags or clickTAGs are permitted.
- Ads may not employ persistent rapid "blinking" animation effects.
- Alt text is to be supplied with creative.

**Note:** All ad material is subject to Air Canada approval. Air Canada reserves the right to remove any or all advertising at its discretion and will be indemnified from any claims by advertisers.

E-mail creative to: digital@spafax.com (Mary Shaw, Production Manager, 416.350.2426)

## aircanada.com Processing Pages

In addition to standard display opportunities on one of Canada's largest traffic-generating sites, aircanada.com now offers a very targeted and exclusive advertising position tied to flight searches. Processing page ads are served exclusively with every flight search while the system processes each consumer's flight search.

- Over 7 million flight searches per month on aircanada.com
- Have your ad served in this unique full screen "takeover" position with each flight search

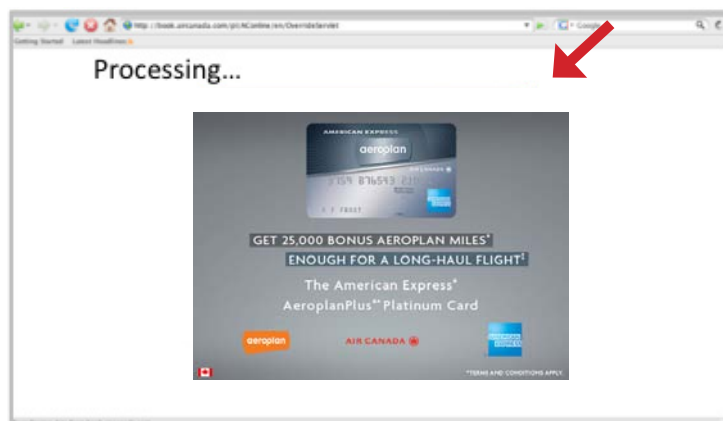
**Rate** \$75/CPM (Gross)

Rates subject to change.

### aircanada.com Processing Pages Specifications

**Specifications** 552x393, 40K max, GIF or JPEG.  
Image will not be clickable.  
Creative files are to be submitted; third-party image tags will not be accepted.

Have your ad served  
exclusively with flight  
searches.



## Web Check-In

With Web Check-In, marketers have the exclusive opportunity to connect with each and every passenger checking in for flights online. This continues to be one of the fastest growing consumer touchpoints in the world of air travel with user numbers increasing every month.

- **Exclusive opportunity – 1 advertiser per quarter / 3-month block**
- **500,000 Web Check-Ins per month and growing**
- **More than 1,200,000 impressions monthly**

**Cycle** Quarterly

**Rate** \$126,000 gross (3 months)

Rates subject to change.

### Web Check-In Specifications

#### Web Check-in Welcome page

Ad placement – 728x60, non-clickable banner with a travel tip. Please supply:

**Logo:** max size: 3" x 2" @72 DPI; gif or jpeg on a transparent background

**Copy (tagline):** maximum of 75 characters (with spaces), English and French

**Note:** The logo and tagline will be placed under a travel tip. There are several stock travel tips that are available. However, if you wish to provide your own, they must be generic and not destination-specific. The tips must be no longer in length than 105 characters including spaces. All travel tips must be approved by Air Canada prior to the start of the campaign.

#### Web Check-in Thank-you page

Ad placement – 300x250, clickable big box. Please supply:

**Big Box creative:** 300x250 as gif or jpeg (flv or swf are not permitted), 40K max size. English and French to be supplied

- Creative files are to be submitted; third-party image tags will not be accepted.
- Animation has a 15 sec limit, 3 loops max.
- Please include destination URL with ad material; clickTAGs are permitted.
- URL must be active by material submission date and may not be part of the creative.
- Alt text is to be supplied with creative.

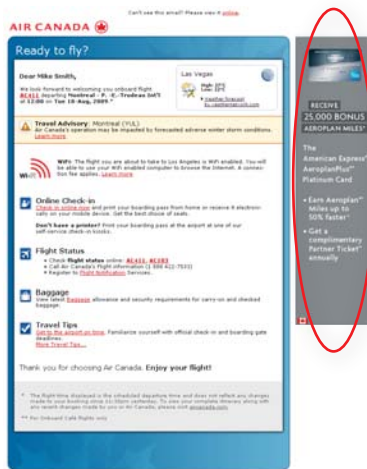
OR if you choose, big-box creative can be produced for you. Please supply:

**Logo:** max size: 3" x 2" @72 DPI; gif or jpeg on a transparent background

**Copy (tagline):** maximum of 75 characters (with spaces), English and French

**Note:** The logo and tagline will appear under a travel tip. There are several stock travel tips that are available. However, if you wish to provide your own, they must be generic and not destination-specific. The tips must be no longer in length than 105 characters including spaces. All travel tips must be approved by Air Canada prior to the start of the campaign.





## Web Check-in Reminder Email

24 hrs prior to a flight, Air Canada passengers are prompted to use Web Check-in via a personalized email. With highly visible ad position, advertisers can have their message adjacent to the passenger's critical flight information. The WCI Reminder Email is deployed to more than 220,000 Air Canada travellers weekly and with an average open rate of 70% your ad will impact a significant number of consumers.

**Cycle** Weekly  
**Rate** \$13,125 gross\*

\*Based on a minimum of 175,000 emails.  
 Rate subject to change.

## Reminder Email Specifications

**Skyscraper:** 160x600 as gif or jpeg 20K max size.

- Creative files are to be submitted; third-party image tags will not be accepted.
- Please include destination URL with ad material; clickTAGs are permitted.
- Animated GIFs are to have no more than 3 loops.
- Flash creative will not be accepted.
- Ads may not employ persistent rapid "blinking" animation effects.



## Printed Boarding Pass

Once an Air Canada passenger has completed the Web Check-in process from their computer they are prompted to either choose a mobile boarding pass or a printed boarding pass.

More than 1,000,000 impressions every month!

Now your message can travel with them for the duration of their flight cycle.

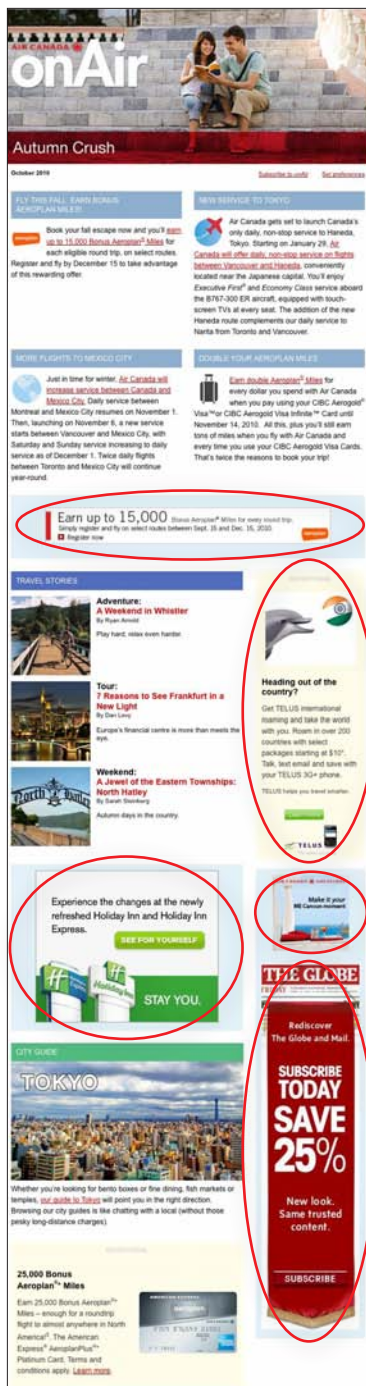
**Cycle** Monthly  
**Rate** \$60,000 gross

Rate subject to change.

## Boarding Pass Specifications

**Ad placement:** 650x90 as gif or jpeg 20K max size.

- Creative files are to be submitted; third-party image tags will not be accepted.
- Please include destination URL with ad material; clickTAGs are permitted.
- URL must be active by material submission date and may not be part of the creative.



## onAir – Air Canada's Monthly E-zine

onAir is a monthly e-zine delivered electronically to Air Canada passengers in Canada and the U.S. We highlight unique destinations and experiences, active lifestyles, the glamour of travel, and we constantly strive to bring fresh travel ideas to our savvy readers.

In 2006, onAir won six Magnum Opus awards in addition to winning Silver in the Travel category at the W3 Awards. In 2005, onAir was named the Best New Publication in the Web category at the Custom Publishing Council's Pearl Awards.

### Advertising with onAir creates an instant and direct "Call to Action" every month.

<b>Cycle</b>	Monthly, 1 <sup>st</sup> Monday of every month
<b>Subscribers</b>	3,400,000 delivered e-mails per month
<b>East:</b>	1,200,000
<b>West:</b>	967,000
<b>National:</b>	700,000
<b>French:</b>	290,000
<b>U.S.:</b>	245,000

<b>Advertorial (2 available)</b>	\$25/CPM (Gross)
<b>Banner (1 available)</b>	\$5/CPM (Gross)
<b>Square Button (2 available)</b>	\$5/CPM (Gross)
<b>Skyscraper (2 available)</b>	\$15/CPM (Gross)
<b>Big Box (2 available)</b>	\$15/CPM (Gross)

Rates subject to change.

Geo-targeting available. Contact your National Account Manager for details.

### onAir E-zine 2011 Closing Dates

Issue Date	Ad Closing	Advertorial Materials	Ad Material Due
January 10, 2011	December 6, 2010	December 9, 2010	December 14, 2010
February 7, 2011	January 10, 2011	January 13, 2011	January 18, 2011
March 7, 2011	February 7, 2011	February 10, 2011	February 15, 2011
April 4, 2011	March 7, 2011	March 10, 2011	March 15, 2011
May 2, 2011	April 1, 2011	April 6, 2011	April 11, 2011
June 6, 2011	May 6, 2011	May 11, 2011	May 17, 2011
July 4, 2011	June 6, 2011	June 9, 2011	June 14, 2011
August 1, 2011	July 4, 2011	July 7, 2011	July 12, 2011
September 5, 2011	August 8, 2011	August 11, 2011	August 16, 2011
October 3, 2011	September 2, 2011	September 8, 2011	September 13, 2011
November 7, 2011	October 7, 2011	October 13, 2011	October 18, 2011
December 5, 2011	November 7, 2011	November 10, 2011	November 15, 2011

**onAir Specifications****Advertorial**

<b>Headline:</b>	18 characters per line, 2 lines max
<b>Body copy:</b>	200 characters max (inc. spaces), in English & French as a Word doc
<b>Logo:</b>	115x100, 7K max, GIF or JPEG
<b>Image:</b>	170x140, 10K max, GIF or JPEG

<b>Banner</b>	468x60, 15K max, GIF or JPEG
<b>Square Button</b>	125x125, 15K max, GIF or JPEG
<b>Skyscraper</b>	160x600, 20K max, GIF or JPEG
<b>Big Box</b>	300x250, 20K max, GIF or JPEG

- Creative files are to be submitted; 3rd-party image tags will not be accepted.
- Please include destination URL with ad material; clickTAGs are permitted.
- URL must be active by material submission date and may not be part of the creative.
- Animated GIFs are to have no more than 3 loops.
- Flash creative will not be accepted.
- Ads may not employ persistent rapid “blinking” animation effects.
- Alt text is to be supplied with creative.

**Note:** onAir and webSaver (see page 20) are distributed in three versions: English Canada, French Canada and English USA.

**Note:** All ad material is subject to Air Canada approval. Air Canada reserves the right to remove any or all advertising at its discretion and will be indemnified from any claims by advertisers.

E-mail creative to:

digital@spafax.com (Attention: Mary Shaw, Production Manager, 416.350.2426)



## webSaver - Air Canada's Weekly E-newsletter

Air Canada's weekly e-bulletin puts the latest hot offers on flights and hotels – not to mention your message – on the screens of over 2,800,000 subscribers.

In addition to a tremendous click-through rate, webSaver creates a direct and instant “Call to Action” delivered every week to affluent Air Canada customers.

### Cycle

Weekly, every Wednesday

### Subscribers

3,000,000 delivered emails per week

**Toronto:** 713,000

**Vancouver:** 300,000

**Montreal:** 140,000

**National:** 1,400,000

**French:** 260,000

**U.S.:** 245,000

### Skyscraper

\$15/CPM (Gross)

### Big Box

\$15/CPM (Gross)

### Half Banner (2 available)

\$5/CPM (Gross)

Rates subject to change.

Geo-targeting available. Contact your National Account Manager for details.

## webSaver Closing Dates

### Published

Weekly, every Wednesday

### Ad Closing (Booking)

2 weeks prior

### Material Due

7 days prior

## webSaver Specifications

### Skyscraper

160x600, 20K max, GIF or JPEG

### Big Box

300x250, 20K max, GIF or JPEG

### Half Banner

234x60, 15K max, GIF or JPEG

- Creative files are to be submitted; 3rd-party image tags will not be accepted.
- Please include destination URL with ad material; clickTAGs are permitted.
- URL must be active by material submission date and may not be part of the creative.
- Animated GIFs are to have no more than 3 loops.
- Flash creative will not be accepted.
- Ads may not employ persistent rapid “blinking” animation effects.
- Alt text is to be supplied with creative.

**Note:** onAir and webSaver are distributed in three versions: English Canada, French Canada and English USA. All ad material is subject to Air Canada approval. Air Canada reserves the right to remove any or all advertising at its discretion and will be indemnified from any claims by advertisers.

E-mail creative to:

digital@spafax.com (Attention: Mary Shaw, Production Manager, 416.350.2426)



## Newspaper Tip-ons and Inserts

Passengers in Air Canada's Executive Class® and Executive First® receive a range of daily newspapers, from national publications (The Globe and Mail, The Toronto Star) to local Postmedia papers and French-language dailies (Le Devoir, La Presse). Tip-ons and inserts put you directly in the hands of these travellers. Distribution is executed on a weekly basis and by newspaper title, affording you creative latitude and timing flexibility.

<b>Cycle</b>	1 week
<b>Circulation</b>	88,067 (all papers, all markets)
<b>Rate</b>	\$450/CPM (gross) + \$0.08 (net) per unit production
<b>Newspapers</b>	The Globe and Mail, Le Devoir, La Presse, Ottawa Citizen, Calgary Herald, Edmonton Journal, The Vancouver Sun, The Province, Winnipeg Free Press

### English

	The Globe and Mail	The Toronto Star	Postmedia Papers	WinnipegFree Press
Vancouver	8,880	--	5,550	--
Calgary	3,328	--	1,676	--
Edmonton	1,216	--	608	--
Halifax	2,800	--	1,025	--
Montreal	7,354	--	5,421	--
Ottawa	1,650	--	1,500	--
Toronto	26,630	13,220	--	--
Winnipeg	560	--	--	280
Total/Paper	52,418	13,220	15,780	280
<b>Total English</b>	<b>81,698</b>			

Note: Quantities subject to change.

### French

	La Presse/Le Devoir
Vancouver	--
Calgary	--
Edmonton	--
Halifax	--
Montreal	6,344
Ottawa	--
Toronto	--
Winnipeg	--
Total/Paper	6,344
<b>Total French</b>	<b>6,344</b>



## Technical Specifications

### Newspaper Tip-ons:

<b>Positioning:</b>	Glued to front page of newspaper above the fold
<b>Paper Stock:</b>	80 lbs coated, min: 50 lbs coated
<b>Size:</b>	Max: 8.5" x 10" folded, 8.5" x 20" flat
<b>Weight:</b>	Max: 30 grams
<b>Glue:</b>	Pre-glued with repositionable (low-tack) adhesive

### Newspaper Inserts:

<b>Positioning:</b>	Inserted within the newspaper between sections
<b>Paper Stock:</b>	Max: 80 lbs coated
<b>Size:</b>	8.5" x 11" (folded), four pages
<b>Weight:</b>	Max: 80 grams
<b>Material Due Date:</b>	Please check with your National Account Manager. Materials due two weeks prior to distribution.

**Note:** All insert materials must be approved by Air Canada before insertion.

For approval, please send a mock-up on final stock plus PDF of artwork to:

Spafax Canada  
1179 King Street West, Suite 101  
Toronto, ON M6K 3C5

E-mail creative to:  
digital@spafax.com (Attention: Mary  
Shaw, Production Manager, 416.350.2426)

For delivery addresses and procedures, please contact your National Account Manager.



## Meal-Tray Tent Cards

Meal-tray tent cards can target a specific destination city or departure location. Meal-tray tent cards can be directed to Executive Class on most flights, while Economy Class distribution is only available on international flights.

<b>Cycle:</b>	Calendar month
<b>Reach:</b>	Route-specific (call for details)
<b>Rate:</b>	\$450/CPM (gross) + \$0.08 (net) per unit production

Rates subject to change.

**Note:** Spafax does not produce tent cards. Tent cards must be provided pre-folded to specifications. Air Canada meal-tray tent card advertising must be bilingual (English/French).

### Meal-Tray Tent Cards Technical Specifications

<b>Dimensions Flat:</b>	3.5" W x 4" H
<b>Dimensions Folded:</b>	3.5" W x 2" H - MUST BE SUPPLIED FOLDED
<b>Colour:</b>	Four-colour process

**Note:** Air Canada approval required. Artwork (printed proof or PDF) must be provided to Spafax eight weeks prior to execution date to obtain Air Canada approval. For delivery addresses, please contact your National Account Manager.

## Additional Opportunities

### Sampling

Product sampling is available inflight or in the Maple Leaf™ Lounges and must be part of an integrated multimedia campaign. Samples can be either handed out by flight attendants or distributed on meal trays, subject to Air Canada approval.

### Maple Leaf Lounges

With a minimum media spend, advertisers may schedule a presence in the lounges where they can benefit from product sampling and brand awareness promotions.

Title sponsorship opportunities are available, similar to the Hewlett Packard Business Centres, the Sony Entertainment Area or the BMW Lounge.

Locations include Vancouver, Calgary, Edmonton, Regina, Winnipeg, Toronto, Ottawa, Montreal, Quebec City, Halifax, St. John's, Los Angeles and London (Heathrow).

More than 2.5 million affluent and influential passengers visit the lounges annually.

### Custom Opportunities

Spafax has the capability of sourcing and producing custom-designed programming to complement your campaign. Contact your National Account Manager for details.

## TERMS & CONDITIONS

### 1.1 Application

- (a) Every Agreement shall be subject to the following Terms & Conditions.
- (b) Spafax is not bound by any condition, printed or otherwise, appearing on contracts, Insertion Orders or copy instructions that are in conflict with the Terms & Conditions set out herein.

### 1.2 Definitions and Interpretations

- (a) "Advertisement" – includes any commercial, ad, flyer, poster, insertion, announcement picture, photograph, digital media, product sample, recording, pamphlet, printed material or other promotional material referred to in the Insertion Order.
- (b) "Advertisement Materials" – includes all videos, photographs, recordings, product samples, printed and other promotional materials required by Spafax to Exhibit Advertisements.
- (c) "Advertiser" – includes any person, company, corporation, partnership or other business entity entering into an Insertion Order with Spafax.
- (d) "Agreement" – means the Insertion Order executed by Spafax and an Advertiser including the Terms & Conditions set out herein.
- (e) "Campaign Dates" – means the period of Exhibition of the Advertisement(s).
- (f) "Exhibit" – means the placement, publication, printing, showing, broadcasting, insertion or distribution of any or all of the Advertisers' advertisement(s) in accordance with the Insertion Order.
- (g) "Material Due Date" – means the date upon which all Advertising materials must be submitted to Spafax in accordance with the Insertion Order.
- (h) "Rate Card" – means the Advertisement pricing list published by Spafax.
- (i) "Spafax" – means Spafax Canada Inc.

- 1.3 Spafax shall Exhibit Advertisement(s) in accordance with the terms and provisions of this Agreement.
- 1.4 There are not and will not be any verbal statements, representations, warranties, undertakings or agreements between the parties with respect to this Agreement.
- 1.5 This Agreement may not be amended or modified by the Advertiser in any respect except by written instrument signed by the Advertiser and Spafax.
- 1.6 No waiver or modification of any of the terms of this Agreement shall be valid unless the same is reduced to writing and signed by the parties hereto.
- 1.7 The Advertiser shall, prior to the Material Due Date stipulated in the Insertion Order, deliver all Advertisement materials to the following address:  
Spafax Canada Inc.  
1179 King Street West, Suite 101  
Toronto, ON M6K 3C5  
Attention: Production Manager
- 1.8 Spafax cannot guarantee priority positioning or quality-control checking for any Advertisement materials received after the Material Due Date stipulated in the Insertion Order.
- 1.9 All Advertisement materials shall be submitted to Spafax in a form specified by Spafax from time to time.
- 1.10 All Advertisements must be delivered to Spafax free and clear of all charges, including courier, delivery and shipping fees.
- 1.11 The Advertiser warrants that the Advertiser has the right and is authorized by law to Exhibit all Advertisement(s) contracted for in the Insertion Order.
- 1.12 Advertisers and advertising representatives are wholly responsible for content materials contained in Advertisement. The Advertiser agrees to reimburse and compensate Spafax for any legal and court costs incurred in the event of a lawsuit or proceeding that may result due to the content of aforementioned Advertisement(s).
- 1.13 The Advertiser warrants that the Advertisement(s) are not obscene, libellous, blasphemous or

offensive to any religion or culture. The Advertiser warrants that all commercial materials meet the Television and Broadcasting Associations standards and adhere to their code of practice.

- 1.14 Spafax reserves the right to refuse or delay any advertisement for any reason, and/or to make any necessary corrections and/or revisions without notice to the Advertiser. Spafax will not be held responsible for content of any advertisement received that requires translation.
- 1.15 The Advertiser has the right to replace and/or change any Advertisement referred to in the Insertion Order prior to the Material Due Date.
- 1.16 Spafax reserves the right to add the word(s) "advertisement" or "Advertising supplement" to the top or bottom of Advertisements, paid or sponsored content, that could be confused with Spafax's editorial content or programming.
- 1.17 Advertisements published in editorial form will be clearly noted as a paid advertisement.
- 1.18 The Advertiser acknowledges and agrees that Advertisements may be Exhibited on alternative dates and times than those set out in the Insertion Order.
- 1.19 Spafax will not keep or store any original advertising material after one month of the last date of Exhibition.
- 1.20 No discount will be given in the event of an error in Advertisement that does not affect or influence the content of the Advertisement. In the event that Spafax is responsible for an error in the Exhibition of an Advertisement, the Advertiser will be eligible to have the aforementioned Advertisement Exhibited again, in accordance with the original Insertion Order at a new time to be determined by Spafax.
- 1.21 All information contained within is subject to change without notice. Please contact your National Account Manager for the most current information.
- 1.22 All payments are to be made payable to the office of publication, as set out in the Insertion Order, in Canadian funds.
- 1.23 The Advertiser agrees to pay all invoices within thirty (30) days of issue. If invoices are not paid within thirty (30) days, Advertisers will be charged 2.5% interest per month thereafter. Spafax reserves the right to terminate the Agreement at any time upon default by the Advertiser in the payment of any amounts due or owing under the Agreement.
- 1.24 In the event that the Advertisement materials are not delivered to Spafax in accordance with the Agreement, the Advertiser will remain liable for all amounts due and owing under the terms of the Insertion Order.
- 1.25 Notwithstanding any contract or arrangement between the Advertiser and any third party, the Advertiser is deemed to enter into the Insertion Order as a principal and shall be liable to Spafax for the performance of all obligations set out in this Agreement including, without any limitation, the payment of all sums of money incurred, due and owing by the Advertiser pursuant to this Agreement.
- 1.26 This Agreement may be terminated by either party by giving 2 months notice in writing prior to the first Campaign Date as set out in the Insertion Order. No cancellations will be accepted after the ad space closing date.
- 1.27 Insertion Orders contracting space for covers and special positions are non-cancellable.
- 1.28 This Agreement shall be governed, construed and enforced exclusively in accordance with the laws of the Province of Ontario. The parties hereto hereby irrevocably attorn to the jurisdiction of the Courts of the said province.

## Contacts

Spafax Canada Inc.

TORONTO  
1179 King Street West, Suite 101  
Toronto, ON M6K 3C5  
Telephone: 416.350.2425 | Fax: 416.350.2440

Brandon Kirk, Director of Sales  
416.350.2429 | bkirk@spafax.com

Jason Clark, National Sales Manager  
416.350.2434 | jclark@spafax.com

Emilia Wisniewski, Sales Manager, Marketing Solutions  
416.350.2449 | ewisniewski@spafax.com

Rysia Adam, Senior National Account Manager  
416.350.2448 | radam@spafax.com

Teresa Hobbs, Senior National Account Manager  
416.350.2439 | thobbs@spafax.com

Abigail McIlquham, National Account Manager  
416.350.2446 | amcilquham@spafax.com

Boyd Mickle, National Account Manager  
416.350.2437 | bmickle@spafax.com

### QUEBEC AND EASTERN CANADA

MONTREAL  
4200 Saint-Laurent Blvd., Suite 707  
Montreal, QC H2W 2R2  
Telephone: 514.844.2001 | Fax: 514.844.6001

Lysanne Boileau, Sales Manager,  
Quebec and Eastern Canada  
514.844.2001, ext. 217 | lboileau@spafax.com

### WESTERN CANADA

2533 152<sup>nd</sup> Street, Suite 4  
Surrey, BC V4P 1N4  
Telephone: 604.538.0632 | Fax: 604.538.0674

Stark Media  
Lydia Stark  
lstark@spafax.com | 604.538.0632

enroute.aircanada.com  
spafax.com